

# ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>704175 - 1</b>	
	Alt Order #:	06261144	
	Product Desc:	AMRCNS 4 PROSPERITY	
	Estimate:	1865	
	Flight Dates:	08/15/12 - 08/21/12	Primary AE:
	Original Date / Rev:	08/02/12 / 08/02/12	Sales Office:
	Order Type:	Political	Sales Region:
<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services/ POL</b>	
	Buying Contact:	Elise Cloyd	
	Billing Contact:		
		600 Fairmount Ave. Suite 306	Billing Type:
		Towson, MD 21286	Broadcast
			EOM/EOC
			Agency Commission:
			15%
<b>Advertiser</b>	<b>Name:</b>	<b>Americans For Prosperity</b>	
	Demographic:	A35+	
	Product Codes:	IS-Candidate/Presidential	
	Priority:	P-3	
	Revenue Codes:	AGY, GEN, POL	

					<b>Totals</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/21/12	92	\$124,740.00	\$106,029.00	August 2012	92	\$124,740.00	\$106,029.00	0.00
					Totals	92	\$124,740.00	\$106,029.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTSP-TV	25%	\$124,740.00
Market	100%	\$498,960.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	25%	\$124,740.00
WFTS	20%	\$99,792.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	25%	\$124,740.00
WVEA	0%	\$0.00
WWSB	5%	\$24,948.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/15/12	08/17/12	M-F 6-7a 6-7a 10 News	CM	6-7a	-- WTF --	:30	6	\$360.00	P-2	0.00	NM	6	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF --		6	\$360.00			0.00					
2	WTSP	08/15/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	-- WTF --	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Product Desc: AMRCNS 4 PROSPERITY  
Estimate: 1865

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WTSP	08/18/12	08/18/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	2	\$320.00	P-2	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2				\$320.00		0.00			
17	WTSP	08/18/12	08/18/12	Sat 7-730p Inside Edition	CM	7-730p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$600.00		0.00			
18	WTSP	08/18/12	08/18/12	Sat Prime C 48 Hours Mystery	CM	10-11p	-----S-	:30	1	\$5,600.00	P-2	0.00	NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$5,600.00		0.00			
19	WTSP	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1				\$1,600.00		0.00			
20	WTSP	08/19/12	08/19/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1				\$800.00		0.00			
21	WTSP	08/20/12	08/21/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MT-----	:30	4	\$360.00	P-2	0.00	NM	4	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4				\$360.00		0.00			
22	WTSP	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MT-----	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$360.00		0.00			
23	WTSP	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MT-----	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$360.00		0.00			
24	WTSP	08/20/12	08/21/12	M-F 9-930a 10 News, 9a CM 10 News, 9am	CM	9-9:30A	MT-----	:30	2	\$280.00	P-2	0.00	NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$280.00		0.00			
25	WTSP	08/20/12	08/20/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a	M-----	:30	2	\$280.00	P-2	0.00	NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		2				\$280.00		0.00			
26	WTSP	08/20/12	08/21/12	Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$1,200.00		0.00			
27	WTSP	08/20/12	08/21/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MT-----	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$1,100.00		0.00			
28	WTSP	08/20/12	08/21/12	M-F 4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$800.00		0.00			
29	WTSP	08/20/12	08/21/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$800.00		0.00			
30	WTSP	08/20/12	08/21/12	7-730p Inside Edition	CM	7-730p	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$600.00		0.00			

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**WTSP-TV**

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30	WTSP	08/20/12	08/21/12	7-730p Inside Edition	CM	7-730p	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4	\$600.00			0.00					
31	WTSP	08/20/12	08/21/12	730-8p Millionaire	CM	730-8p	MT-----	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4	\$1,200.00			0.00					
32	WTSP	08/20/12	08/21/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MT-----	:30	4	\$2,600.00	P-2	0.00	NM	4	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4	\$2,600.00			0.00					
33	WTSP	08/21/12	08/21/12	Tue Prime C The Mentalist	CM	10-11p	-T-----	:30	2	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-T-----		2	\$8,000.00			0.00					